

ABSTRACT OF THE DISCLOSURE

Determination and Presentation of Package Pricing Offers in Response to Customer Interest in a Product

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A system and method for determination and presentation of package offers. A package offer is an offer for sale by a retailer of a package of products at a package price. A retailer may offer products for sale in an on-line retail environment or in a physical retail environment. A determination is made that a primary product is of interest to a customer. This determination may involve detecting and interpreting input signals transmitted from a customer device. In response to detecting that the primary product is of interest to the customer, a package is determined that may comprise the primary product and at least one secondary product. A package may be determined by accessing a database to locate a pre-determined package or to select the secondary products ad hoc. A package price is determined that is less than the sum of the corresponding retail prices of the primary product and secondary products in the package. A package price may be based on a profit margin of the primary product and/or a profit margin of at least one of the secondary products. A package offer for the sale of the package at the package price is then presented to the customer. The customer may indicate an acceptance of the package offer and authorize a financial account to be charged for the amount of the package price. The package products may be shipped to the customer or may be picked up at a retail establishment.